

NEWPORT COUNTY CONVENTION & VISITORS BUREAU

BOARD OF DIRECTORS MEETING

Tuesday May 6, 2008

12:00PM

Held at the Gateway Information Center

3rd Floor Meeting Room

MEETING MINUTES:

The meeting was called to order at 12:02pm by Chairman Len Panaggio.

BOARD MEMBERS IN ATTENDANCE WERE:

Chairman Len Panaggio, Mark Stenning, Shirley Mello, Donna Kohler, Rocky Kempenaar, Katie Wilkinson, Stephen Coyne, Brian Arnold, Charron Reed, Greg Fater, Laurie Stroll, Susan Samson, Karen Oakley

BOARD MEMBERS ABSENT & EXCUSED WERE:

William Clarke, Pieter Roos

STAFF PRESENT WERE:

Evan Smith, Kathryn Farrington, Cathy Morrison, Tim Walsh, Deb

Gatta, Ellen Crawley,

MEMBERS OF THE PUBLIC IN ATTENDANCE:

None

I. PREVIOUS MEETING MINUTES:

The previous meeting minutes for March 11th, were reviewed (the board did not meet for the month of April, 2008). A motion to accept the minutes was made by Stephen Coyne and seconded by Katie Wilkinson. The motion passed unanimously.

II. TREASURER'S REPORT:

The financial report for March, 2008 was read by Mark Stenning. City Bed Tax for January, 2008 was up 8.23 % and Regional Bed Tax was up 9.78 % for a combined YTD growth of 8.60%. Mark reviewed the revenues and receivables for the month of March, 2008. A motion to accept the treasurer's report was made by Karen Oakley and seconded by Stephen Coyne. The motion passed unanimously.

The financial report for April, 2008 was read by Mark Stenning. City Bed Tax for February, 2008 was down 7.60% and Regional Bed Tax was up 32.70% for a combined YTD growth of 0.96%. Mark reviewed the revenues and receivables for the month of April, 2008. A motion to accept the treasurer's report was made by Shirley Mello and seconded by Stephen Coyne. The motion passed unanimously.

III. STAFF REPORTS:

A. CONVENTION AND TOURISM:

Tim Walsh, Vice President of Sales reported on the following:

 The NCCVB received an award from Successful Meetings Magazine and this information will be listed in the new meeting planner that is in the process of being developed.

 The sales staff participated in its first virtual tradeshow, April 17th, run by Successful Meetings Magazine. Meeting planners visited the virtual tradeshow booth from their desktops.

 Many cuts with corporate meeting planners due to economy.

 The National Tour Association's Spring Meet was held at Mohegan Sun, CT.

April 1-4th. The event was attended mostly by tour operators and the NCCVB was given the opportunity to address the attendees to

promote Newport County.

B. MARKETING:

Kathryn Farrington, Vice President of Marketing reported on the following:

 The new GoNewport.com website that has been in place for about a month has been well received.

 An audio & video pod cast will be added at the end of the month and information about Newport County will change every month.

 In Media coverage, as part of the clipping service, the NCCVB was able to obtain over one million dollars in add equivalency, with over a five million person circulation for the month of April, 2008.

 The Destination Newport Coupon Book participation has increased by 48 new participants and a value of over \$1000 as compared to the past value of about \$500.

 Newport Restaurant Week was held April 6-12. It was the first time Restaurant Week was held in the spring and it was a huge success.

 Tour Rhode Island took place on 5/4 & 5/5. The event went very well.

C. OPERATIONS:

Cathy Morrison, Vice President of Operations reported on the

following:

 The ticket counter in the information center is now completed and looks great.

 The NCCVB have a new parking lot vendor, Central Parking of CT.

 Ticket sales were up 7.5% for April.

 In the continued effort to be green, the NCCVB now recycles bottles and cans.

 The NCCVB hosted Newport County Inn's & B&B's in the information center. It was a great opportunity to network.

 Cathy state she attended Rhode Island Visitor's meeting at EDC.

D. PRESIDENT'S REPORT:

Evan Smith, President/CEO, reported on the following:

- A bill is being reviewed today regarding next year's funding of the**

Newport RIPTA Ferry. Funding is secure for this year but next year does not look good.

- Evan explained the “Save the Trolley’s” campaign. He also noted that the advertising on the trolley’s for this campaign is through the Newport Preservation Society, not RIPTA.**
- Tim Walsh and Evan testified at a PUC hearing regarding the insufficient taxi service in Newport and the positive impact of licenses being issued.**

IV. UNFINISHED BUSINESS:

- Len Panaggio thanked all the board members that attended the Board Retreat held at Carnegie Abbey in Portsmouth, on 4/8/08. He felt it was very successful.**
- Evan Smith reported on the retreat and gave the board members a copy of the report produced by Bill Geist, the facilitator of the retreat. The report will be sent electronically as well.**
- Evan suggested “goal management” at future board meetings, to review the progress of the 5 goals listed in the report. Discussion followed regarding the time allotted for this review each month.**
- A shortened time for staff reports at the board meetings was suggested and discussed.**
- Board members gave opinions about the retreat and felt the report given by Mr. Geist very valuable.**

V. NEW BUSINESS:

- Susan Samson reported that she will be at the State House for the**

hearing of the Farm Wineries Legislation on May 6th. A committee meeting will follow the House meeting, with Susan representing tourism, to discuss the wineries and why the act needs to be passed.

- A social evening, for the board members will be held at Sakonnet Vineyards in June. Invitations will be sent out regarding this event.
- Next week starting 5/13 is Tourism Week. The RI Tourism luncheon will be held on 5/14 at the RI Convention Center in Providence. The Newport Gulls are being honored and Chuck Paiva will receive the award on their behalf.

VI. ADJOURNMENT:

A motion was made to adjourn by Shirley Mello and seconded by Stephen Coyne. The motion passed unanimously and the meeting adjourned at 1:13pm. The next NCCVB board meeting will be held on Tuesday, June 10, 2008 at the Gateway Information Center, 3rd floor meeting room.